

AGENDA
of the
Windsor Arena Closing Advisory Committee
Tuesday, April 29, 2014
3:00 p.m.
Town of Walkerville Meeting Room, 3rd floor, City Hall

1. **CALL TO ORDER**

2. **DEC_LARATIONS OF CONFLICT**

3. **ADOPTJON OF THE MINUTES**

Adoption of the minutes of the Windsor Arena Closing Advisory Committee at its meeting held October 9, 2013 - **(previously distributed)**.

4. **BUSINESS ITEMS**

4.1 **Windsor Arena Tribute Video**

Commemorative Video provided by Jill Braido, Marketing & Communications Officer to be reviewed.

4.2 **Communications Plan - Windsor Arena Video**

The Communications Plan - Windsor Arena Video from the City of Windsor Communications Services dated March 12, 2014 - ***attached***.

4.3 **Motion to Disband the Windsor Arena Closing Advisory Committe**

5. **ADJOURNMENT**



COMMUNICATIONS PLAN
Windsor Arena Video

CITY OF WINDSOR Communication Services

Phone: (519) 255-6100 ext. 6686

Date of Plan	March 12, 2014
Service Unit	Communications
Name of Project or Program	Windsor Arena Tribute Video
Service Unit Project Lead	
Approval	Councillor Fulvio Valentinis Councillor Bill Marra Councillor Alan Halberstadt
Communication Services Project Lead	Jill Braido, Marketing and Communications Officer (519) 255-6100 x 6619 Cell: (226) 347-5608
Background	<p>Windsor Arena was constructed in 1924 and is one of the oldest arenas of its' type in North America. It hosted the Windsor Bulldogs, Windsor Spitfires, and the Windsor Lancer Men's Hockey Team. Windsor Arena has also hosted many ice users from minor hockey, figure skating, and adult pick up groups to special events like the Shrine Circus and Dreams on Ice over the years.</p> <p>In February 2012 Council asked (CQ8-2012) that Administration explore the possibility of an event to mark the closing of Windsor Arena. In March of 2012 the Windsor Rotary Club held a "Last Skate at the Barn". Other groups such as the Windsor Lancers, St. Clair College Alumni and Windsor Minor Hockey also held "last" closing games at Windsor Arena in 2012.</p> <p>The passing of the 2013 budget formally approved the closing of Windsor Arena. Report #16445 requested authorization to form a planning committee to investigate an event to mark the arena's closing (CR62/2013). The committee held two meetings and discussed a number of initiatives that could be undertaken to celebrate the history and share memories of Windsor Arena. Feedback indicated the</p>

	<p>public was more interested in the memories of Windsor Arena and not necessarily the "bricks and mortar" of the building. There is also a feeling that, while some members of the community are still passionate about "the Barn", with the passing of time the Arena's closure has been noted and the community has moved on.</p> <p>The Committee still felt it important to mark the occasion of the Arena's closing but to do so in a cost effective manner that would endure. A video tribute to the "Barn" was proposed to capture the stories and memories of the community, athletes, owners and visitors who made it great. As the expertise for video development is in house, such a tribute could be created without additional investment.</p> <p>Once complete, the video could be shared with the community through schools, libraries, Windsor's Community Museum, the Sports Hall of Fame, social media and websites and shown at a Windsor Spitfires game. Administration is open to other requests for use of the video that highlight and share such an icon of the City of Windsor.</p>
Goal	Windsor Arena played a pivotal role in the fabric of the City of Windsor and many people have fond memories of "The Barn". A video tribute will capture those memories and preserve them for future enjoyment.
Stakeholders, Key Partners	Mayor and City Council Communications
Key Audiences	Windsor residents Windsor Spitfires Windsor Lancers Those that frequented the arena for events other than those involving sports
Issues Identification	

Key Messages	The Windsor Arena has been a significant asset to the community, and a symbol for historical events such as the former home of the Detroit Red Wings. It is one of the oldest arenas in Ontario. Creating a video to recognize the contribution that Windsor Arena has made as a major sports, recreation and entertainment venue. Should there be no closing event, there would be a lost opportunity to celebrate the impact that the facility has had on the community.
Spokespersons	Councillor Fulvio Valentinis Councillor Bill Marra Councillor Alan Halberstadt Jelena Payne, Community Development and Health Commissioner
Suggested Internal Communications Approach	
Suggested Internal Communications Methods and Tools	
Suggested External Communications Approach	
Suggested External Communications Methods and Tools	Initially, play tribute video at Spitfires game Then post on City's YouTube page Offer copies upon request to schools, libraries, Windsor's Community Museum, Windsor's Sports Hall of fame (to be played on a monitor at WIATC)
Evaluation & Feedback Mechanisms	
Budget	
Critical Path	February 2012 - Council asked Administration to explore the possibility of a final event to mark the closure of Windsor Arena August- October 2013 - closing committee attempts a couple of meetings, difficulty meeting quorum October 2013 - Closing Committee meets and based on feedback from a number of sources determines there is "Arena Closure Apathy" and that most agree the building is closed and it's time to move on. January 2014 - received permission from Sportsnet to

	<p>use their footage in our video</p> <p>January 2014 - began lining up potential interview subjects for video and began shooting</p> <p>February 2014 -Windsor Arena Tribute Video complete</p> <p>September 2014 - Play video at season opener for Spitfires and communicate the video's availability if requested</p>
THANK YOU	